

Review of: "The Impact of Data-Driven Decision Making on the Annual Net Sales Revenue and Stock Price of Amazon: A Study from 2004 to 2022"

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Potential competing interests: No potential competing interests to declare.

Sunday, July 14, 2024

Title: The Impact of Data-Driven Decision Making on Amazon's Annual Net Sales and Share Price: A Study from 2004 to 2022.

In this article, the authors discuss that in the rapidly changing world of e-commerce, data-driven decision-making is now emerging as a critical approach for businesses seeking to excel and stand out. A "longitudinal analysis" was performed to discover the relationship between approaches to financial data, specifically the relationship between Amazon's data-driven approaches and its net sales revenue and share price.

Notes and suggestions for authors:

1. In my opinion, the article requires rewriting and editing. The manuscript's contribution was unclear and needed to be clarified. A strong, solid competitive analysis is needed. What are the contributions to research made by writing your manuscript? Write a paragraph below the introductory section as the last paragraph. Make the exposition tight and clear (currently, it is convoluted and unnecessary). Be clearer and more concise, especially in the first part of the paper. The background is not well organized and could be better organized. It would be better if the authors first explained the motivation for their research, then discussed the problem statement, and finally reviewed the relevant studies. Clarify what is new, what the gaps in the treated literature are, and why it is important to do this. The research objectives and methodology should be better explained. Authors should indicate what it adds to the subject area compared to other published material. The objectives must be clearly stated in the abstract. Detailed descriptions of the analytical procedures and techniques employed are currently lacking. It is important to include a comprehensive explanation of the data collection methods, all measured variables, and the specific statistical tests used. In addition, justifying the choice of methodology with references to similar studies can strengthen the validity of the approach. Providing detailed information on sample sizes, response rates, and potential biases would also improve the robustness of this section.
2. If possible, compare your proposed method to other methods, define objective performance measures for comparison, and demonstrate why the proposed method is better.
3. The conclusion section is not at a sufficient level. In the conclusions chapter, there is no sufficient reference to the

contributions and the uniqueness of the research, and there is no reference to the limitations. Authors should provide a general commentary on the abstract, the unique contributions of the article, the limitations of the study, the managerial implications, and the impact the article may have on future research and policy decisions. A detailed investigation of the consequences arising from the policy, from the research findings, must be carried out. Specific policies should be formulated with respect to the research conducted, and the potential impacts on stakeholders discussed. Predictions and analyses can be made based on different strategies. This can help policymakers. Relevant statistical analyses, such as regression confidence intervals, must be included to substantiate the claims.